

ORDER



Orders	Order / Rev:	7646
	Alt Order #:	09672504
	Product Desc:	WINNING OUR FUTURE
	Estimate:	
	Flight Dates:	02/28/12 - 03/06/12
	Original Date / Rev:	02/28/12 / 02/28/12
	Order Type:	GENERAL

Local 12 WKRC-TV

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	GEB International
	Buying Contact:	
	Billing Contact:	
		3931 S. Sherwood Forrest Blvd Baton Rouge, LA 70816

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Winning Our Future
	Demographic:	A35+
	Product Codes:	Issues/Propositions
	Priority:	P-3
	Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/27/12	03/05/12	27	\$19,000.00	\$16,150.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2012	27	\$19,000.00	\$16,150.00	0.00
Totals	27	\$19,000.00	\$16,150.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Local 12 WKRC-TV	36%	\$19,000.00
Market	100%	\$52,777.78

Competitive Share

Competitive Share	Share	Total
EKRC	2%	\$1,055.56
UNKWN	0%	\$0.00
WCPO	38%	\$20,055.56
WLWT	16%	\$8,444.44
WSTR	2%	\$1,055.56
WXIX	6%	\$3,166.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	02/28/12	03/03/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM MTWTF-- (6:00 AM-6:30 AM)	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
GM CINCY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--	2	\$550.00	0.00							
E 2	WKRC	02/28/12	03/03/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM MTWTF-- (6:30 AM-7:00 AM)	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
GM CINCY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--	2	\$550.00	0.00							
E 3	WKRC	02/28/12	03/03/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM MTWTF-- (7:00 AM-8:00 AM)	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
EARLY SHW														

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 Estimate: Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	02/28/12	03/03/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM MTWTF-- (7:00 AM-8:00 AM)	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
EARLY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/12	03/05/12	-TWTF--				2	\$325.00		0.00			
E 4	WKRC	02/28/12	03/03/12	CBS This Morning CBS Morning News	CM	8:00 AM-9:00 AM MTWTF-- (8:00 AM-9:00 AM)	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
EARLY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/12	03/05/12	-TWTF--				2	\$325.00		0.00			
E 5	WKRC	02/28/12	03/03/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM MTWTF--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
PRICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/12	03/05/12	-TWTF--				2	\$750.00		0.00			
E 6	WKRC	02/28/12	03/03/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/12	03/05/12	-TWTF--				2	\$850.00		0.00			
E 7	WKRC	02/28/12	03/03/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:00 PM-4:30 PM MTWTF-- (4:00 PM-4:30 PM)	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/12	03/05/12	-TWTF--				1	\$550.00		0.00			
E 8	WKRC	02/28/12	03/03/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:30 PM-5:00 PM MTWTF-- (4:30 PM-5:00 PM)	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/12	03/05/12	-TWTF--				1	\$600.00		0.00			
E 9	WKRC	02/28/12	03/03/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:30 PM MTWTF-- (5:00 PM-5:30 PM)	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/12	03/05/12	-TWTF--				1	\$750.00		0.00			
E 10	WKRC	02/28/12	03/05/12	M-F Early News Rot 4-630p M-F Early News Rot	CM	5:30 PM-6:30 PM MTWTF-- (5:30 PM-6:30 PM)	:30	4	\$850.00	P-1	0.00	NM	4	\$3,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/12	03/05/12	MTWTF--				4	\$850.00		0.00			
E 11	WKRC	02/28/12	03/03/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11:00 PM-11:35 PM MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/12	03/05/12	-TWTF--				1	\$1,200.00		0.00			
E 12	WKRC	03/05/12	03/05/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11:00 PM-11:35 PM-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/05/12	03/11/12	M-----				1	\$1,800.00		0.00			
E 13	WKRC	03/03/12	03/03/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM-----S- (7:00 AM-8:00 AM)	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/27/12	03/04/12	-----S-				1	\$350.00		0.00			
E 14	WKRC	03/03/12	03/03/12	6pm Local 12 News Sat 6pm Local 12 News Sat	CM	6:00 PM-6:30 PM-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/27/12	03/04/12	-----S-				1	\$450.00		0.00			
E 15	WKRC	03/04/12	03/04/12		CM	10:00 AM-10:30 AM-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00

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Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS Sun Morning										
				CBS Sun Morn News										
				SUN AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 02/27/12	03/04/12	-----S		1		\$900.00		0.00				
E 16	WKRC	03/04/12	03/04/12	Face the Nation	CM	10:30 AM-11:00 AM-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
				Face the Nation										
				FACE NATION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 02/27/12	03/04/12	-----S		1		\$550.00		0.00				
E 17	WKRC	03/04/12	03/04/12	630p Local 12 News Sun	CM	6:30 PM-7:00 PM-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
				630p Local 12 News Sun										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 02/27/12	03/04/12	-----S		1		\$550.00		0.00				
E 18	WKRC	03/04/12	03/04/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				11p M-Su Local 12 News 11										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 02/27/12	03/04/12	-----S		1		\$1,200.00		0.00				
												Totals	27	\$19,000.00